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## Mexico

**Post:** Monterrey ATO

### **Success: \$10 Million in Expected New Sales for U.S. Meat and Poultry**

**Report Categories:**

ATO ACTIVITIES reports

Export Accomplishments - Events

Livestock and Products

Poultry and Products

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**Report Highlights:**

ExpoCarnes, Mexico's largest meat and poultry trade show was held in Monterrey, February 2-4, 2011, with two U.S. pavilions: one for beef/pork hosted by USMEF, the other for poultry hosted by USAPEEC. Show organizers reported fewer visitors compared to previous shows, but the quality and profile of visitors was reported to be very good. U.S. exhibitors expect approximately \$10 million in new sales over the next year as a result of their participation in the show.

**General Information:**

ExpoCarnes, which is the largest meat and poultry show in Latin America, was held at the Cintermex Convention Center in Monterrey on February 2-4, 2011. Mexico's meat industry association, COMECARNE, which organizes the show, reported that 150 exhibitors representing more than 250 companies participated in the show.

More than 3,700 visitors attended the show, a 10 percent reduction from the last show in 2009. The reduction was attributed to the security situation in Monterrey and abnormally cold weather during the first week of February. Still, a large number of foreign visitors attended the show, mostly from the United States and Canada. Also attending the event, were buyers and distributors from Colombia, Peru, Ecuador, Spain, Guatemala, Honduras, Brazil and Argentina.

**U.S. Meat Export Federation (USMEF) Pavilion**

USMEF's pavilion included nine U.S. companies, a meeting room, a cooking demonstration area, and an ATO Monterrey information booth. Exhibitors included:

- National Beef
- Smithfield Foods International Group
- Tyson
- Interra International
- Hormel Foods
- J.B.S. USA LLC
- Sioux Prime
- AJC International
- PMI

USMEF's survey data revealed that exhibitors established an average of five new business contacts during the show. Exhibitors anticipate new sales of around \$5 million over the next twelve months as a result of their participation in the show (beef: \$3.28 million, pork: \$2.21 million).

**USA Poultry and Egg Export Council (USAPEEC) Pavilion**

USAPEEC's pavilion, located across the aisle from the USMEF pavilion, featured two exhibitors:

- Jennie-O Turkey Store Inc.

- Eastern Poultry & Food Distributors

Exhibitors commented that while the number of visitors was down from previous years, the quality of the visitors was very good, fostering an excellent environment to conduct business. Exhibitors reported an average of 20 business meetings, out of which 5-10 were new contacts. Although no direct sales occurred at the show, USAPEEC's exhibitors anticipate new sales of around \$5 million, mostly of turkey products, during the next 12 months as a result of their participation in the show.

### **FOR MORE INFORMATION**

**FAS Mexico Web Site:** We are available at: <http://www.mexico-usda.com> or visit the FAS headquarters' home page at: <http://www.fas.usda.gov> for a complete selection of FAS worldwide agricultural reporting.

**FAS Mexico YouTube Channel:** Catch the latest videos of FAS Mexico at work:  
<http://www.youtube.com/user/ATOMexicoCity>

### **Other Relevant Reports Submitted by FAS Mexico:**

Report Number	Subject	Date Submitted
MX0320	FAIRS Country Report - Updated	01/28/11
MX1021	Livestock and Products Semi-Annual	03/17/11
MX1013	Poultry and Products Semi-Annual	03/04/11

**Useful Mexican Web Sites:** Mexico's equivalent to the U.S. Department of Agriculture (SAGARPA) can be found at <http://www.sagarpa.gob.mx> and Mexico's equivalent to the U.S. Department of Commerce (SE) can be found at <http://www.economia.gob.mx> These web sites are mentioned for the readers' convenience but USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with, the information contained on the mentioned sites.